

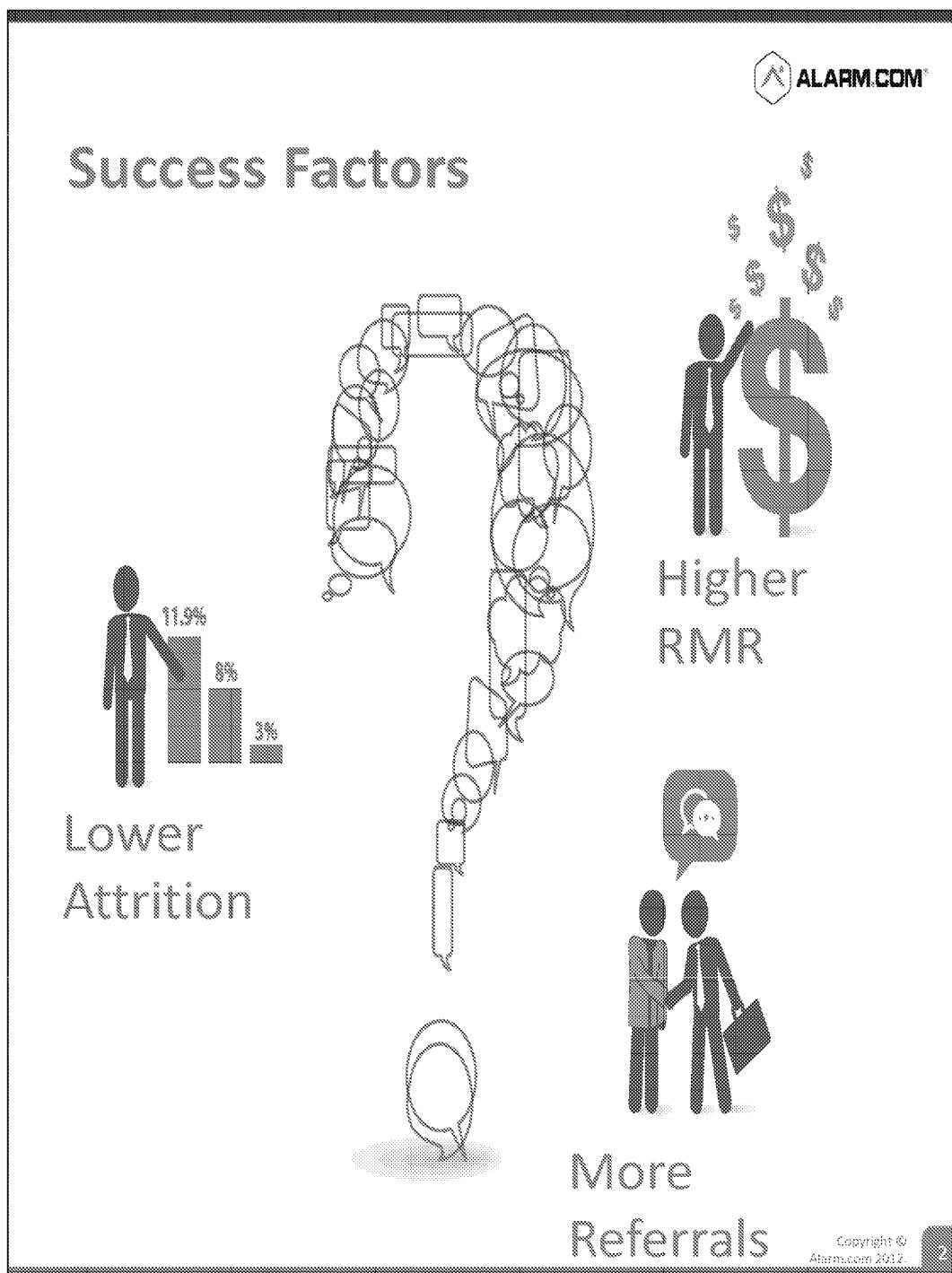
— EXHIBIT 10 —



Dealer Sales and Marketing Programs

## **CUSTOMER LIFECYCLE**

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Alarm.com 2012.



What's possible if ....

We execute on a sales plan that leverages cutting edge technology, addresses what your consumers see on TV, and move quickly with a clear and concise game plan .... Together.

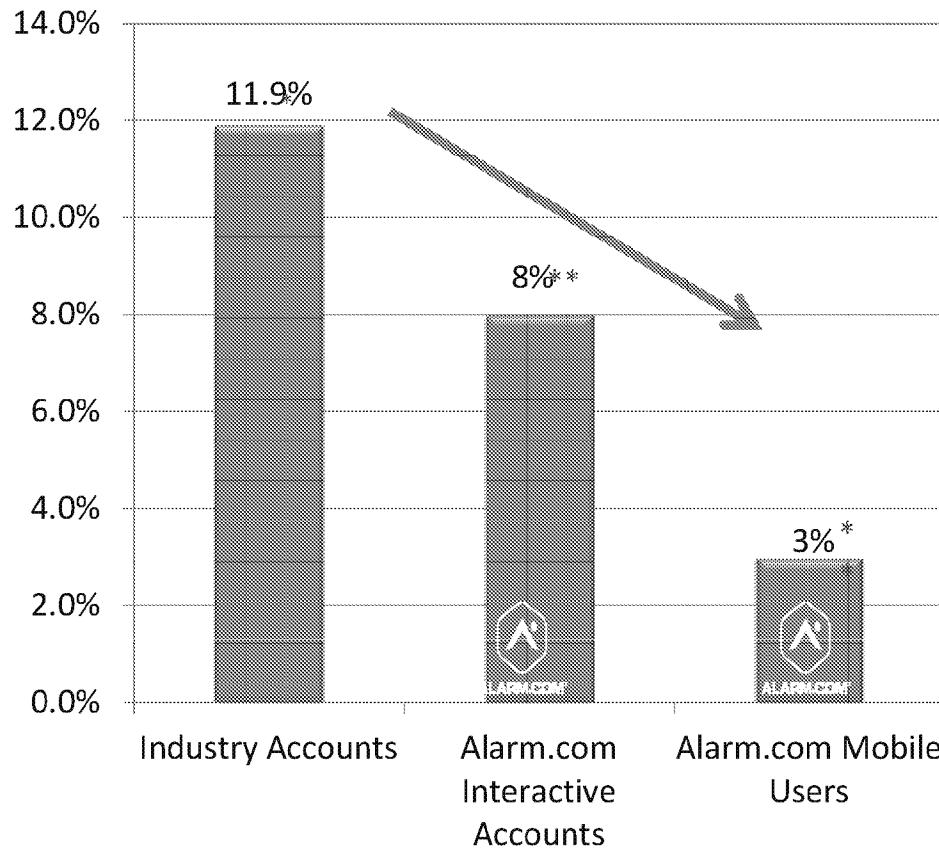
What happens then?



## Lower Attrition Rates

*Significantly Reduced with Mobile Users*

### Average Attrition Rates



\*Data per studies by Barnes & Associates.    \*\* Data provided by TRG audit.

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So lets talk about what matter to you.

Here are some stats on attrition.

General Industry attrite rate is 12%

With Alarm.com;

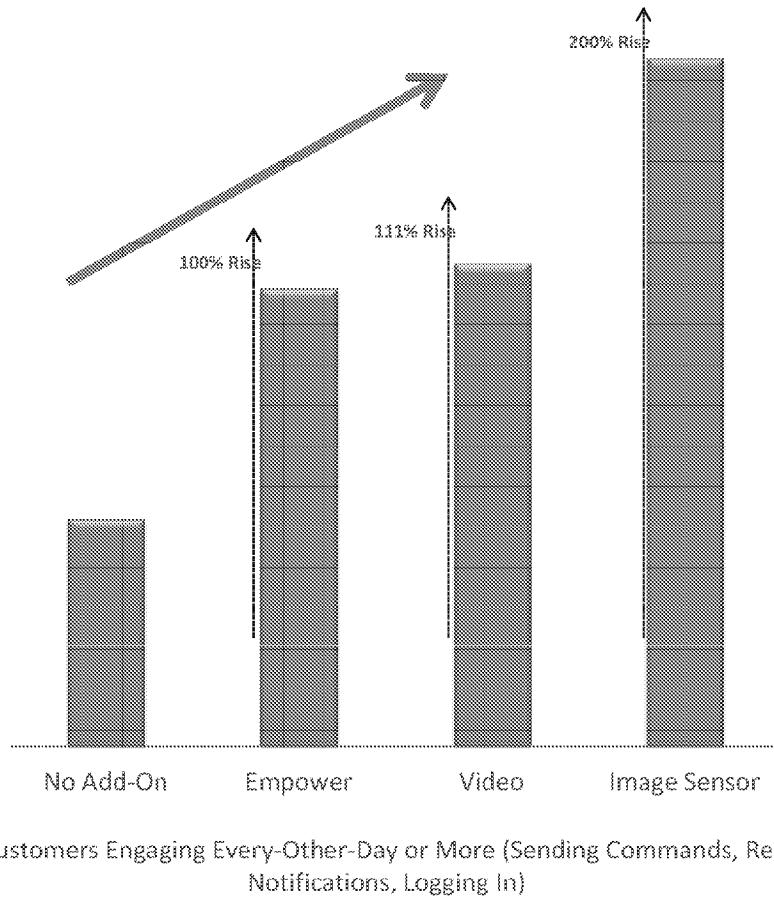
Interactive accounts drop to 8%

If they use their mobile phone it drops to 3%



## Higher RMR

*User Activity Rises with Advanced Features*



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5

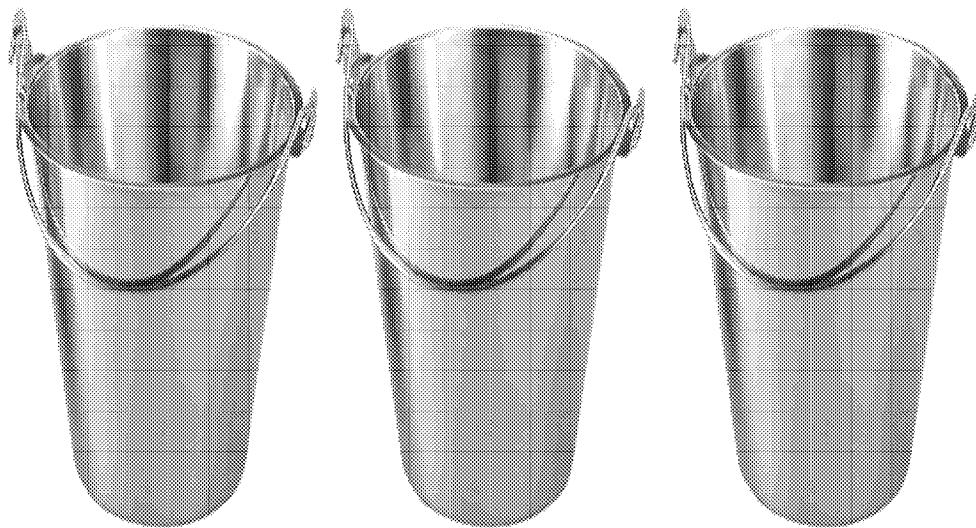
One app is better than 20 apps.

And keep in mind, you get more referrals when they engage with your app. (ex. Image Sensor pictures)



## Current Process

### *Sales Tools for all Sales Methods*



Call Center

Door Knocking

DIY

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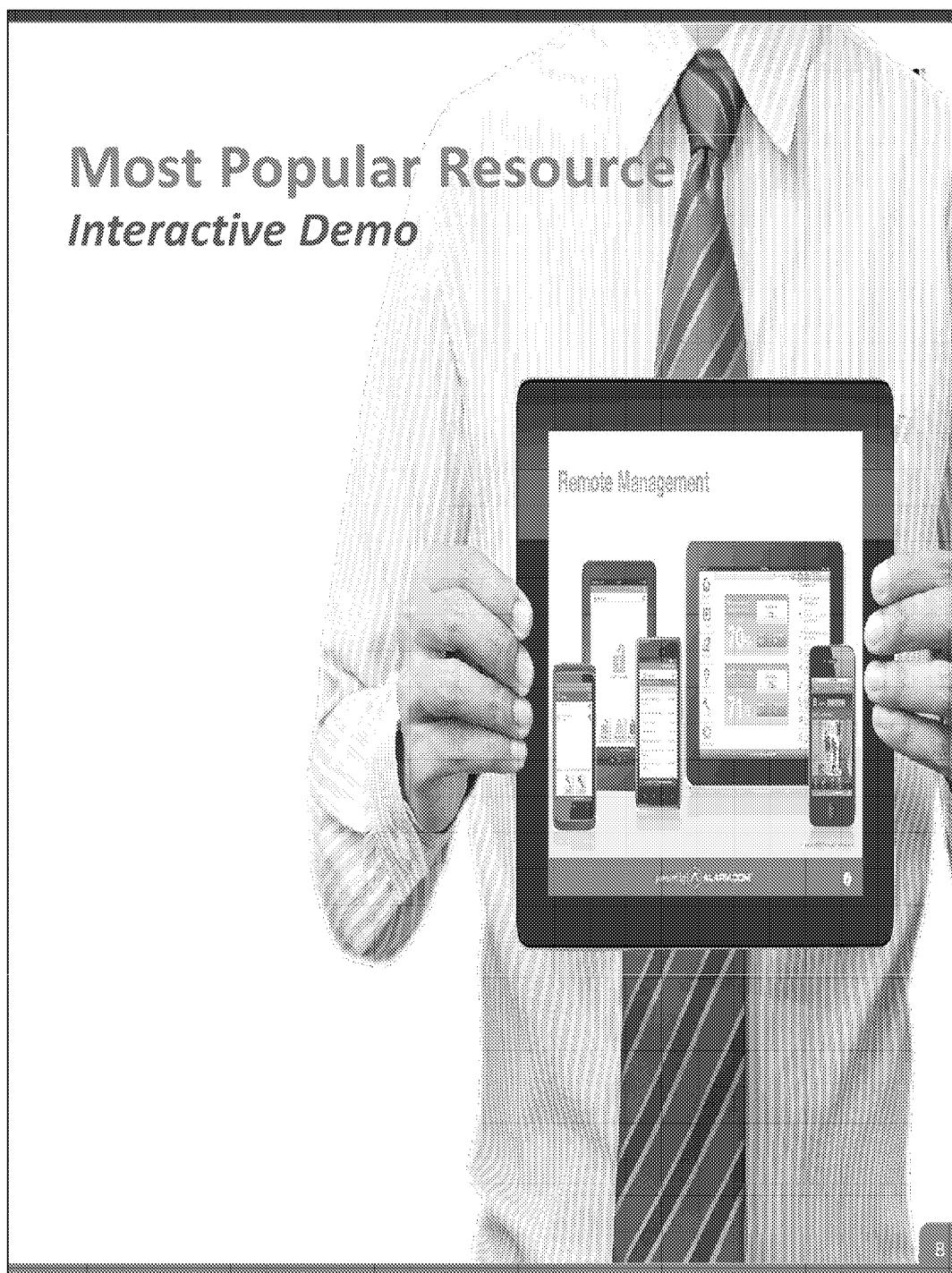
# Customer Lifecycle Support

## *Dealer Resource Guide*

- Getting Started
- Solution Review
- Selling Connected Home Services
- Call Scripts
- Email Templates
- Rebuttals
- Promotions
- Customer Experiences
- Sales Tools



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(Available on iPhone and iPad)











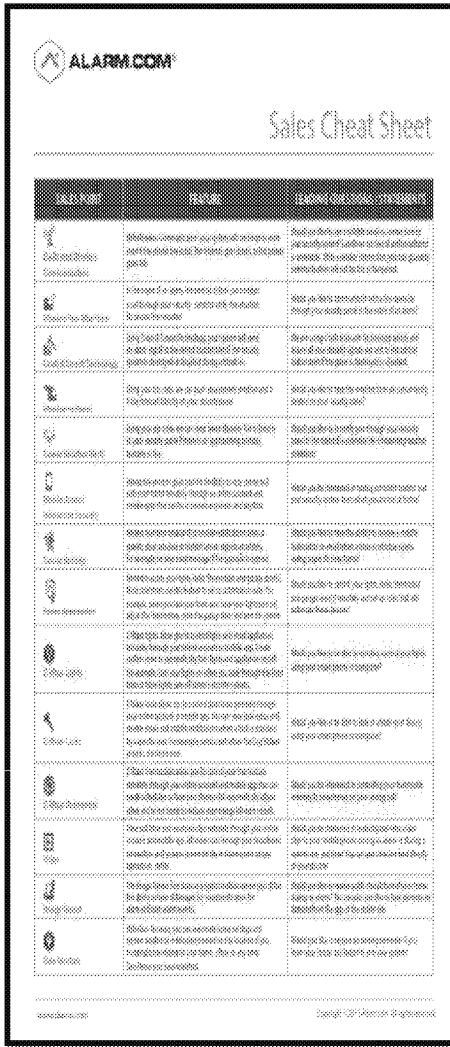




# Customer Lifecycle -

## Consultation

*Sales Cheat Sheet*



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**Customer Lifecycle -**  
**Engagement**  
*Alarm.com Customer Connection*

- Welcome Series
- Solution Engagement
- Product Upsell
- Customer Loyalty

**YOUR HOME CONNECTION**

**IVZ Security**

IVZ Security wants to help you take full advantage of your interactive home security solution, powered by Alarm.com. Periodically, we'll send you relevant news and updates to keep you up to date from your system.

**Summer Tips**

**Smart Weather Alerts**  
Get real time notifications on severe weather warnings hitting your home so you can take protective measures proactively.

**Change Your Schedule**  
Customers with an energy management solution can set up automatic light schedules so that your lights turn on and off at slightly different times each day, making a significant difference in your bill.

Just log in and visit the following page: [eXtreme > Rules > Auto Schedule > "Smart Home" option](#)

**New Products & Features**

**Door Services**  
Automatically unlock your front door with your car, or capture video recordings with your smartphone with our advanced mobile-based feature. Enable "Door Services" through the mobile app, then select "Mobile Door Services" under the Garage menu.

**Integrated Garage Doors**  
An inclusive new partnership with leading garage door manufacturers offers you the ability to control your garage door with your mobile app. Simply download the "Garage" app.

If you are interested in learning more about how to take advantage of these new features and services, email us at [support@alarm.com](mailto:support@alarm.com) or call us at 800.222.3222.

powered by **ALARM.COM** [Mobile](#) [API](#) [Cloud](#) [Social](#) [Data](#) [Security](#)

**IVZ Security**

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1  
6



## Continued Engagement

### *Annual Check-in*

- Review all new add-on features (free and fee based)
- Update all signs and decals
- Remind customers of homeowners insurance discount
- Have at least 5 emergency contacts for notifications
- Inquire about home and business solutions
- Ask for referrals - \$100 (hand deliver to get more!)



## Continued Engagement

### *Call Script for Check-in*

Hi, this is Shawn from XYZ, Inc. I am calling to follow-up on the security system we installed in your home last year. I would like to spend 30 minutes with you on the phone to;

- Review a few key “Free” features that have been added to your system such as...
- Give you a few free tips for your system that you may consider
- Get a status of your system and make sure you are happy with it.

Can I schedule 30 minutes with you later this week?

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Alarm.com 2012

Have a recorded script that is recorded.

Also, have you notified your insurance company that you have our system in place to receive an insurance discount? Is there anyone else you know that may be interested in our services? We do offer a \$100 referral fee.

Hi \_\_\_\_\_, I am calling about your security and automation system we installed last year. My name is \_\_\_\_\_ with XYZ Security. We check-in once a year to give you an update on all the new features that have been

updated on your system free of charge. I typically cover this in 20 minutes and happy to give you a quick overview along with some useful tips. Is now a good time to chat? If no; When would be a good time for me to follow-up with you? If yes, then.

Great, let me start off by asking you a couple questions.

Are you happy with our system?

Anything we can improve on?

What are your favorite notifications?

Excellent. Well, let me walk you through a couple new features that many of clients are not taking advantage of that is not available in any other system.



## Continued Engagement

### *Email Template for Check-in*

Hi, this is Shawn from XYZ, Inc. I am following-up on the security system we installed in your home last year. I would like to spend 30 minutes with you on the phone to;

- Review a few key “Free” features that have been added to your system such as...
- Give you a few free tips for your system
- .....



## Training – Ongoing Options



- Alarm.com Academy
  - Monthly classroom training at Alarm.com HQ
  - Covers key Alarm.com services, market trends, sales tools and more
- Additional Training Opportunities
  - Sales and technical training onsite
  - Online video tutorials
  - Live webinars
  - Distribution training centers
- Online Training and Certification
  - Targeted, comprehensive distributed training launching in late 2013

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Custom Sales Training  
Custom Technical Training  
Online training modules  
Online video tutorials  
Support Documents  
Live webinars

The screenshot shows the Alarm.com Learning Management System (LMS) homepage. At the top, the Alarm.com logo is displayed. Below it, the title "Learning Management System" is prominently shown. The main content area features the "ALARM.COM ACADEMY" logo and a sub-header "Training for Authorized Dealers". A large image in the center illustrates various devices (laptop, tablet, smartphone) connected to a central hub, representing a network or learning environment. Below this, a welcome message "Welcome, Kathryn Refano" is displayed, followed by a "Logout" link. The page is organized into a grid of six main sections: "My Courses", "Resume", "Calendar", "Find a Course", "Resources", and "Latest News". Each section contains a small icon and a brief description. At the bottom of the page, there are links for "Forgot Password?", "Logout", and "Copyright © Alarm.com 2012".

# Integrated Marketing Services

A platform of services designed to help support the growth of your business  
Driving more customers, and customer that are more engaged with your business



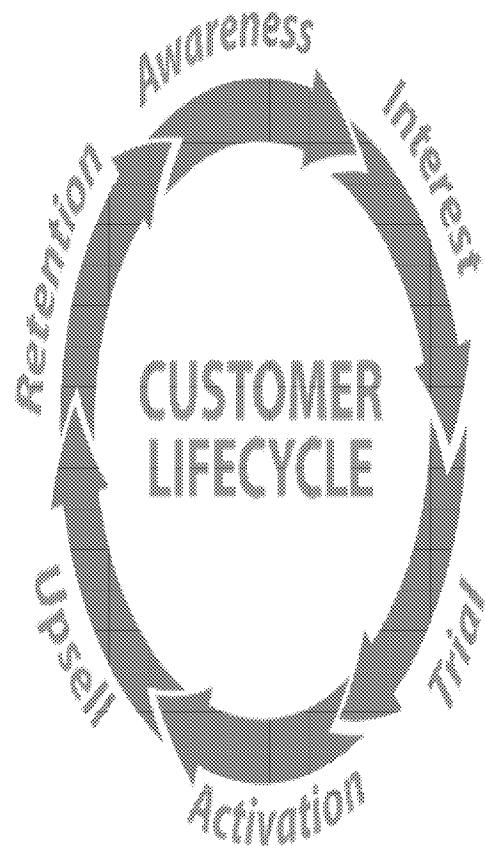
## Appendix: Customer Lifecycle

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Alarm.com 2012.



## The Customer Lifecycle

- Awareness
- Interest
- Trial
- Activation
- Upsell
- Retention



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Alarm.com 2012.


**ALARM.COM**

# Awareness – Advertising



The collage illustrates Alarm.com's branding and security solutions across multiple platforms:

- Top Left:** A television screen displaying the Alarm.com logo.
- Top Row (Left to Right):**
  - A mobile phone screen showing the Alarm.com mobile app interface.
  - A magazine cover for "The Most Amazing Advertising" featuring a man in a suit.
  - A magazine cover for "USAIRWAYS" featuring a woman in a suit.
  - A magazine cover for "SPIRIT" featuring a woman in a suit.
  - A magazine cover for "ELECTRONIC HOUSE" featuring a man in a suit.
- Middle Row (Left to Right):**
  - A large television screen showing the "FOX MasterChef Top 5 Competitors" list.
  - A mobile phone screen showing the Alarm.com mobile app interface.
  - A computer monitor displaying the Alarm.com mobile app interface.
- Bottom Row (Left to Right):**
  - A mobile phone screen with the text "Lights. Camera. Action." and a video camera icon.
  - A mobile phone screen showing a video of a man in a suit.
  - A mobile phone screen showing a video of a man in a suit.
  - A computer monitor displaying the Alarm.com mobile app interface.
  - A mobile phone screen with the text "KNOW YOUR HOME IS SECURE." and "GET CONNECTED TODAY".

Aware

ness

25



## Alarm.com Commercial



So Smart, It's Simple - Real Time Alerts

Copyright ©  
Alarm.com 2012



So smart, it's simple.

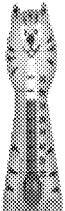
Digital - Overview

ALARM.COM®

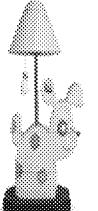
Lock your front door.



Adjust your thermostat.



Turn off your lights.



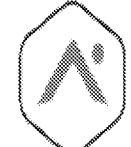
All with the touch of one button.



Home Automation so smart, it's simple.



ALARM.COM®  
Your home in your hands.

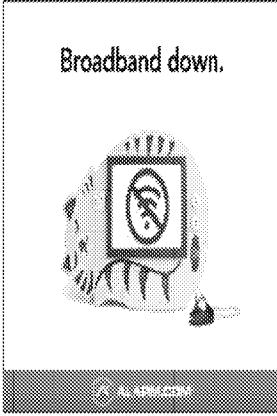


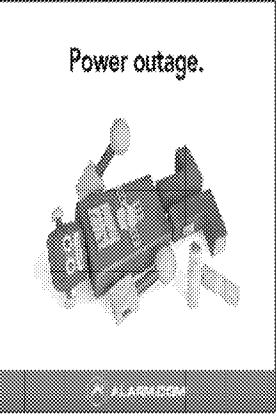
Copyright ©  
Alarm.com 2012.

So smart, it's simple.

Digital – Dedicated Connection

  
Cut phone line.

  
Broadband down.

  
Power outage.

Alarm.com's Dedicated Connection prevents security system interruptions.

Home Security so smart, it's simple.

  
ALARM.COM<sup>®</sup>  
Your home in your hands.  
[LEARN MORE](#)

Alarm.com 2012

**Awareness – Partner Opportunities**

**Co-branded Website**

Unlock Your Home's Potential

**Interactive Security**  
Control access to your home security and property management system with your smartphone or tablet. Get real-time notifications and alerts for your property, including general intrusions, door and window openings, and more.

**Mobile Apps**  
Get the convenience and peace of mind to be a homeowner, no matter where you are. The Alarm.com mobile app lets you monitor your property from anywhere via a smartphone, tablet, or computer.

**Home Automation**  
Schedule it, automate it, and control it all with the Alarm.com app. Set up your lights, heating, and more to turn on and off at specific times or when you're away.

**Video Monitoring**  
Get real-time video monitoring via a smartphone or tablet. View live video from your cameras or review recorded video on the go.

**With Lead Capture**

**Get Started Today**

Get started today with a free trial of our integrated video monitoring system. Simply fill out the form below to receive a quote and learn more about how our system can help you protect your home.

**Address:** [Redacted]  
**City:** [Redacted]  
**State:** [Redacted]  
**Zip:** [Redacted]  
**Phone:** [Redacted]

**Why Alarm.com**

Find out why Alarm.com is the #1 choice for homeowners looking for a reliable, easy-to-use, and secure way to protect their property. As a trusted provider, we offer a wide range of products and services designed to keep your home safe.

**FAQs**

FAQs

**Testimonials**

Testimonials

**AWARD**

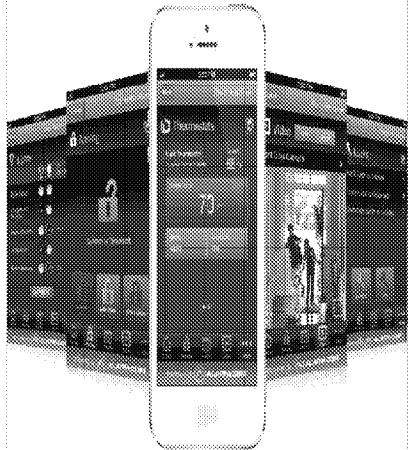
AWARD

Link out if Jay isn't already

**ALARM.COM®**

# Co-Branded Advertising & Mailings

**Smarter Energy at your fingertips.**



Contact us today to get a no-risk professional security system evaluation!

Smart home services provided locally by

**XYZ Security**  
[www.xyzsecurity.com](http://www.xyzsecurity.com)

1-800-555-5555  
1-800-555-1234

powered by  ALARM.COM

**Get the Best Interactive Solution for Your Home**



- Design a home security system that suits your budget and needs with mobile notifications
- Fast, easy, one-stop shopping for security and smart home devices to keep you protected at your home
- See what's happening with video monitoring and image sensor motion alerts
- Automate your home with integrated digital locks, garage door control and more
- Manage your energy consumption and securely control your smart home

**Print Ads**

**New Postcards**

**ALARM.COM**  
Smart Home Solutions

Associated  
Alarm Systems

Commercial & Residential

508-770-8442

XYZ Security

Break-in Alert

Door Activity

Door Receipts

Door Access

powered by ALARM.COM

Rich or Kelly from Associated Alarms here?

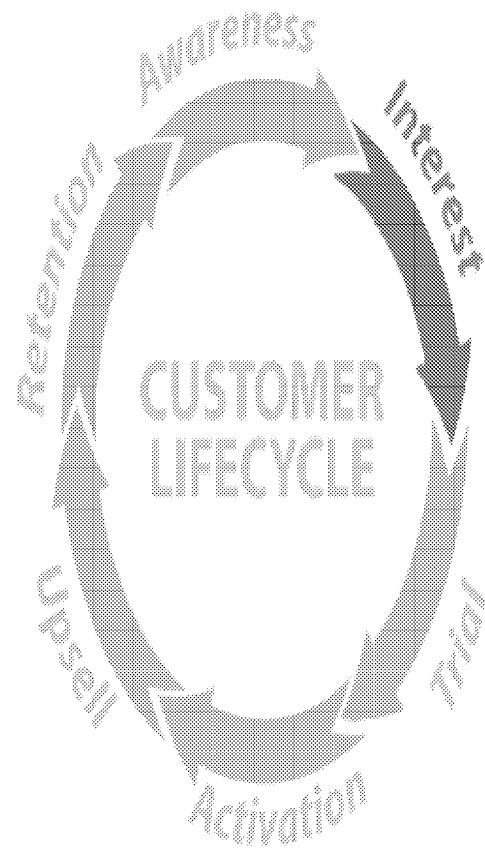


### Update table skirt



## Customer Lifecycle

- Awareness
- Interest
- Trial
- Activation
- Upsell
- Retention





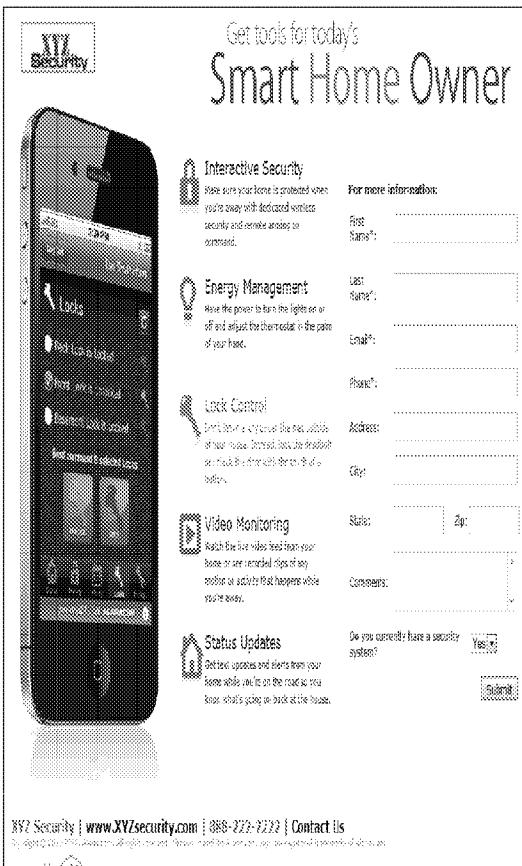
## Customer Lead Service

- High quality, cost effective leads
- Differential bidding – get the leads you want
- Pause anytime
- Spending controls
- Unique promotions



## Lead Capture Page

- Fast set-up
- Instantly integrate into your website
- Leads only go to you
- Update anytime
- No cost to you



The image shows a smartphone displaying a mobile-optimized lead capture form for XYZ Security. The form is titled "Get tools for today's Smart Home Owner" and includes sections for Interactive Security, Energy Management, Lock Control, Video Monitoring, and Status Updates. Each section has a brief description and a form field for the user to fill out. At the bottom, there is a "Submit" button and a note about existing security systems.

XYZ Security | [www.XYZsecurity.com](http://www.XYZsecurity.com) | 888-222-2222 | Contact Us  
© 2012 XYZ Security. All rights reserved. Not affiliated with, or a registered trademark of, alarm.com.  
powered by  ALARM.COM

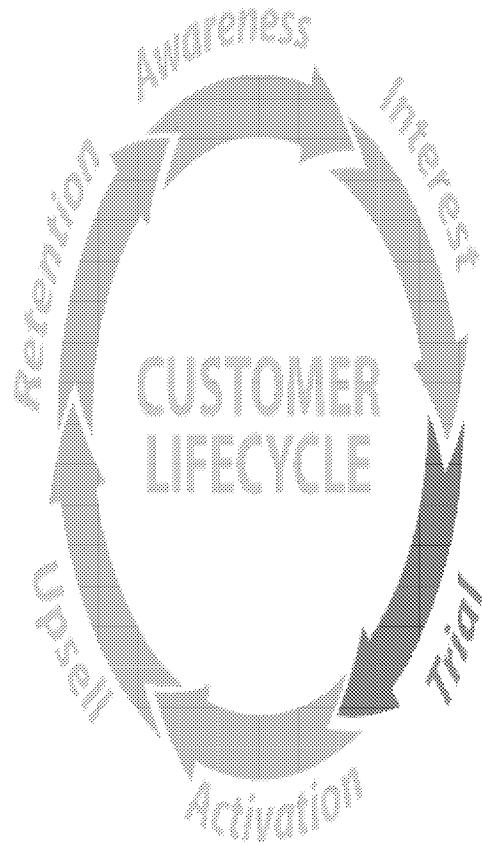


Add additional videos - Click to show co-branded versions of 1 or 2 that Jay doesn't show



## Customer Lifecycle

- Awareness
- Interest
- Trial
- Activation
- Upsell
- Retention

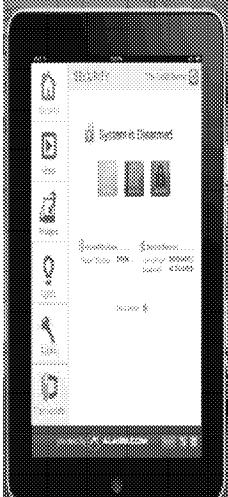


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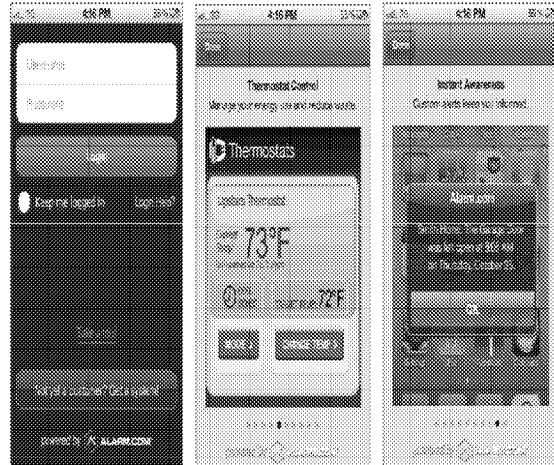


## Point of Sale Tools

- Take-a-Tour app feature
- Co-brandable interactive demo
- Flipbooks
- Demo accounts
- Rich service packages



- Constant Connection via Reliable Wireless Networks
- Proven Patented Crash & Smash Protection
- Wireless Two-Way Video Service
- Full Suite of Mobile Apps
- Severe Weather Alerts
- Geo Services
- Image Sensor



powered by  ALARM.COM

Interactive Security

Thermostat Control

Thermostats

Smart Awareness

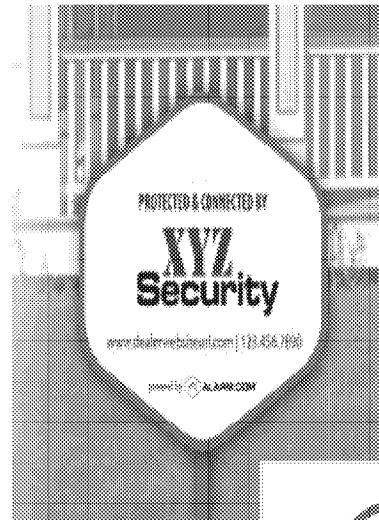
powered by  ALARM.COM

powered by  ALARM.COM

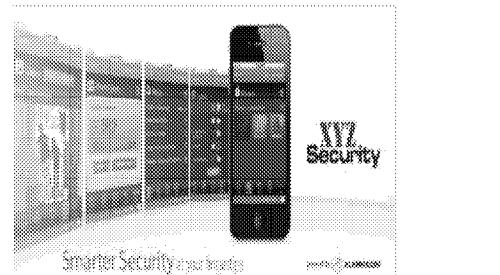
powered by  ALARM.COM



## Co-brandable Collateral



Yard Signs & Decals



Flyers & Brochures

Collateral Type	Design	Text	Image	Notes
Yard Signs & Decals	Stylized 'XYZ Security' logo with 'PROTECTED & CONNECTED BY' and contact info.	www.alarm.com/xyz   1-800-555-1234 powered by ALARM.COM	Image of a yard sign with the 'XYZ Security' logo.	Co-branded with XYZ Security
Flyers & Brochures	Stylized 'XYZ Security' logo with 'Smarter Security. Smarter Insights.' and a house image.	Smarter Security. Smarter Insights. XYZ Security	Image of a brochure cover with the 'XYZ Security' logo.	Co-branded with XYZ Security

**ALARM.COM®**

# Image Library: Enhance Your Marketing

Anytime access to print or web quality images



*Contact*  
[DealerMarketing@alarm.com](mailto:DealerMarketing@alarm.com) *anytime with questions*

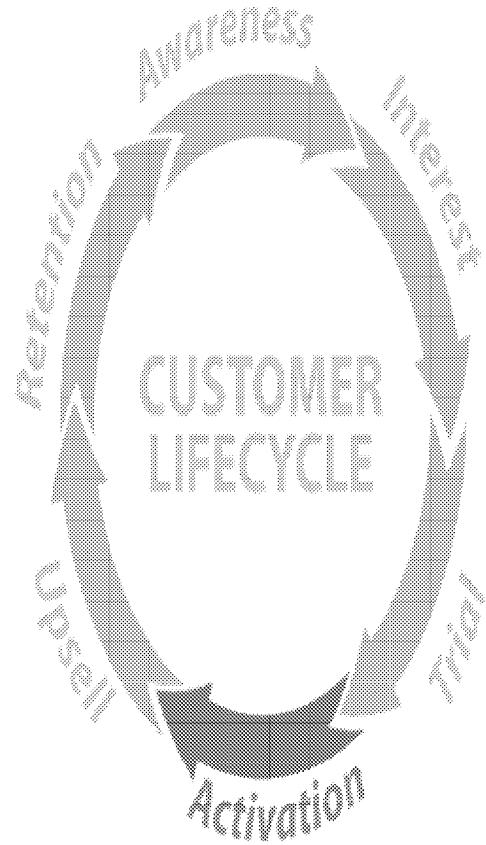
powered by **ALARM.COM®**

**ALARM.COM®**  
AUTHORIZED DEALER



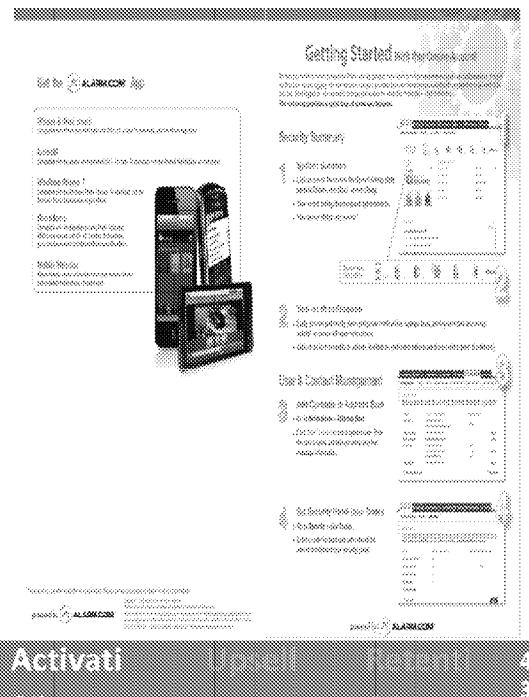
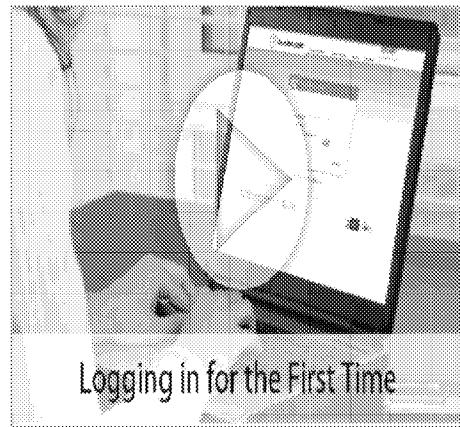
# Customer Lifecycle

- Awareness
- Interest
- Trial
- **Activation**
- Upsell
- Retention



## Installation = Activation

- Use getting started guides
- Don't leave until customer has downloaded the app and logged in
- Use a common set of notifications for all installs





## Customer Connection – Activation Campaign

- Email new customers every time
- Get them setup and engaged right away
- Drip campaign to help them in the first month
- Establish immediate connection with new customers

YOUR NEW SECURITY SOLUTION
XYZ Security

Dear John,

Congratulations on your new XYZ Security system, powered by Alarm.com! Now you have the ability to control, monitor and automate your home no matter where you are.

We want to ensure you get the most out of your security solution. Below are the first steps you should take toward customizing your system:



Download the Alarm.com mobile app

Access and control your system from anywhere, so you never have to wonder what's going on at home. Available on iPhone, iPad, Android, BlackBerry or Windows Phone.



Set up additional contacts

Give family or friends access to your home, ensuring that everyone receives the most relevant notifications. [Login Here](#) to add contacts.



Set up personalized notifications

Stay aware of what's happening in your home with customized alerts and notifications. [Create notifications here.](#)

XYZ Security wants to help you take full advantage of your connected home solution. We'll provide you with tips to personalize your system to fit your lifestyle and offer you even better security. We'll also share our latest product and feature updates, so you always get the most out of your system.

Please email us at [support@alarm.com](mailto:support@alarm.com) or call us at 866-876-2255 if you have any questions.

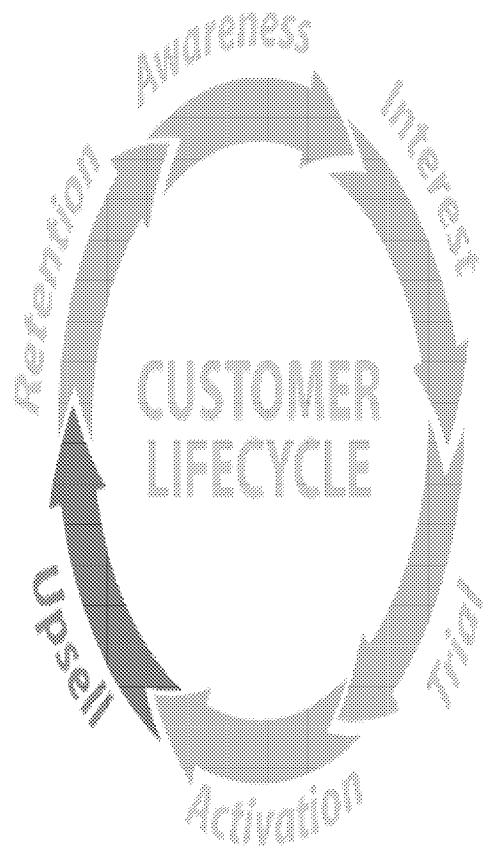
Not sure who you live with?
Not sure who owns the system?
XYZ Security

Activation
4



# Customer Lifecycle

- Awareness
- Interest
- Trial
- Activation
- **Upsell**
- Retention





## Billing Inserts



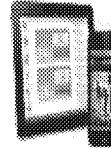
Smarter Security Starts Here

- Keep Current Customers
- Create Awareness for new services
- Drive Upsell and increase RMR

Contact us today to see how easy it is to take advantage of all these great services!

Alarm.com is a comprehensive security solution that makes you always aware of what's happening at home. With alert notifications and stats of the best services like video monitoring, interactive security, thermostat adjustment and automated light control, you'll have confidence knowing that the people and things you love will stay safe.

- Dedicated wireless connection - no broadband or phone line required
- Read notifications with built-in high definition camera
- Powered Credit & Credit Approval
- Remote control of lights, locks and thermostats
- Indoor and outdoor HD video cameras
- Full suite of free mobile apps
- Secure integration of all services
- Garage door remote control and automation



powered by Alarm.com

For details of our security plans please contact us

600 Avenue Highwood

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Alarm.com 2012

4  
5



## Promotions – Garage Door Offer

- Limited Time Offer: Buy 1 LiftMaster Kit, Get a 2<sup>nd</sup> FREE
- Exclusive offering to help your business stand out
- Available NOW – order via dealer website



Questions? Email: [DealerMarketing@alarm.com](mailto:DealerMarketing@alarm.com)

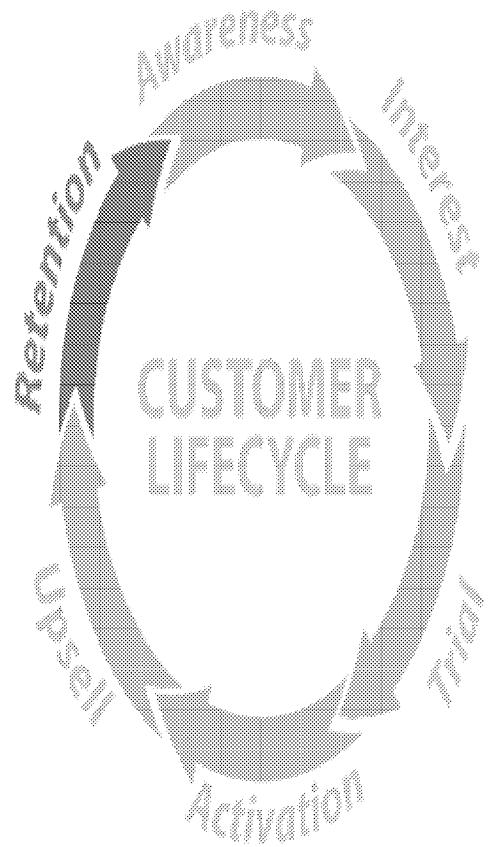
Upsell

4  
7



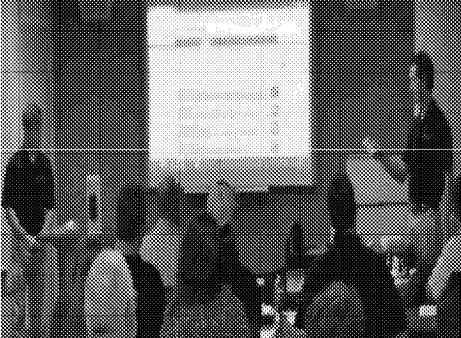
## Customer Lifecycle

- Awareness
- Interest
- Trial
- Activation
- Upsell
- Retention





- 2 day in depth training sessions
- Hosted at Alarm.com HQ
- CEU Credit Classes
- *No cost* to attend
- Ideal for Sales and “train the trainer”
- Excellent feedback from attendees

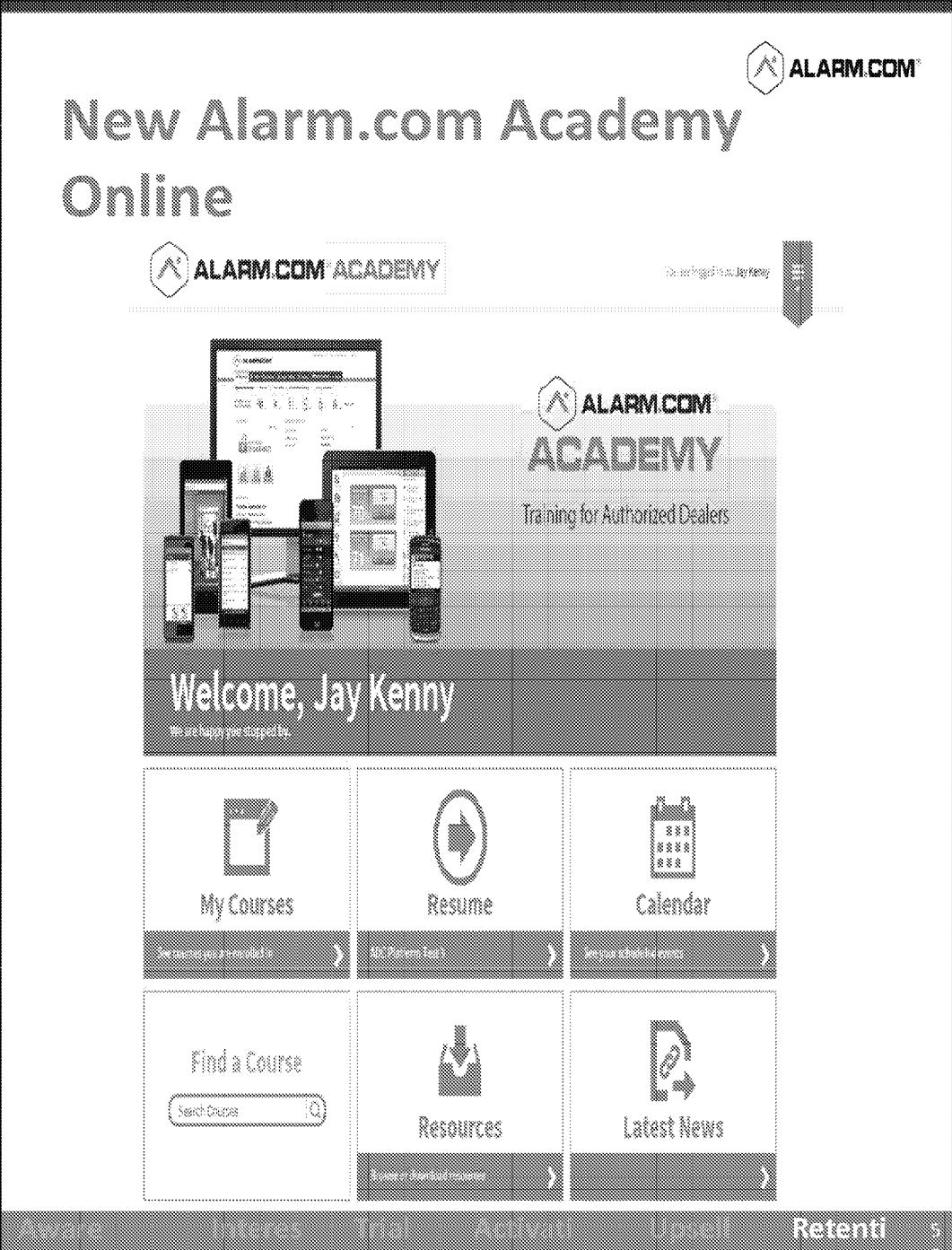




DAILY AGENDA	
Tuesday, June 25	
11:00-12:15	Customer Experience Overview
12:15-1:30	Welcome Lunch & Program Overview
1:30-2:15	State of the Market & How Alarm.com Can Help You Respond
2:30-2:45	Break
2:45-3:30	Alarm.com Partner Website Overview
3:30-4:15	Product Training - enPower
4:15-4:30	Break
4:30-5:15	Product Training - Image Sensor
5:15-6:15	Alarm.com Hosted Happy Hour
6:15-8:30	Alarm.com Hosted Dinner
Wednesday, June 26	
7:30-8:00	Breakfast & Product Training - Video
8:00-8:30	Commercial Services Overview
8:30-8:45	Break
8:45-9:15	Hands-On with Alarm.com Equipment
9:15-10:15	Boost ROI with New Selling Tools
10:15-11:00	What's Next in Alarm.com Products and Services
11:00	Lunch & Wrap Up

*Email: [Academy@alarm.com](mailto:Academy@alarm.com) for more information*

Received on	4/9
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The screenshot shows the Alarm.com Academy Online website. At the top, the Alarm.com logo is displayed. Below it, a large header reads "New Alarm.com Academy Online". A sub-header "ALARM.COM ACADEMY" is visible on the left, and a "Training for Authorized Dealers" banner is on the right. The main content area features a "Welcome, Jay Kenny" message and a "Training for Authorized Dealers" banner. Below this, there are several navigation links: "My Courses", "Resume", "Calendar", "Find a Course" (with a "Search Courses" input field), "Resources", and "Latest News". A footer bar at the bottom contains links for "Training", "Certification", "Online Learning System", "Recent News", and "Logout".

Training – 570 - 420 at ISC; 150 at ADC

Certification & Online Learning System coming



## New Product Features

- Marketing tools to support the latest offerings
- Image Sensor, Garage door connectivity, Lutron lighting
- Brochures, videos, training material, promotions





# Customer Connections – Engagement

- Stay Connected
- Let customers know about new features
  - System gets better at no additional cost
- Quarterly Newsletter
  - Helpful tips and tricks
  - Stay in touch

Newsletter:

## YOUR HOME CONNECTION



Dear [Customer Name], we want to help you take full advantage of your interconnected security solutions, powered by Alarm.com. Periodically, we'll send you quick updates and relevant tips to get the most from your system.

### Summer Tips



#### Smart Weather Alerts

Receive real-time notifications on severe weather warning hitting your home, so you can seek protection from dangerous inclement.



#### Energy Efficient

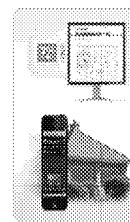
Customers with an energy management solution can set up automated light schedules so that your lights turn on and off at slightly different times each day, making it appear as if you are at home.

Just Log in and visit the following page: [enPower > Rules > Add a Schedule > "Away from Home" group](#)

### New Products & Features

#### Fan Services

Automatically lower your thermostat while you're away. Or pause video recordings while you're at home with our advanced location-based features.



#### Intelligent Garage Door

An exclusive new partnership with leading garage door manufacturer LiftMaster, let you easily control and monitor your garage door with Alarm.com's mobile app.

If you are interested in learning more about how to take advantage of these new features and services, email [Customer Name] at [\[Customer Email\]](#), or call us at [\[Customer Phone\]](#).

•  I accept •  I read •  Large •  New features powered by

### Custom Contact Info

First:



Recipient  
[Recipient Name]



## Partner Marketing Services

- Leverage Alarm.com Resources
- Use end to end AIM services
- Or pick and choose to supplement your ongoing activities

*Alarm.co  
m  
Integrated  
Marketing*

**Get Started Today!**

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Awareness

MDF, Co-advertising, Mass market advertising through print, online, TV, Interest

CLS, promotions, videos, trade show assets

MDF, Collateral, Websites, Social Content

Trial

Flipbooks, videos, brochures, interactive demos, training

Activation

Getting started guides, website tutorials, Customer Connection

**Upsell**

Customer Connection, brochures, videos, promotions

**Retention**

Customer Connection, training, promotions

**Key Programs:**

Premier Partner Program

Marketing Portal

Marketing Development Fund

Customer Lead Service

Academy

Events (ISC, ESX, Partner Summit)

Customer Connections

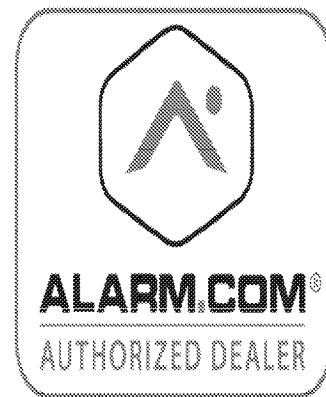
Co-Advertising



## Dealers Benefit from Co-Branding

- Your brand is the primary brand
- Use Alarm.com as an ingredient brand
- Integrate “powered by” inclusion

powered by **ALARM.COM**





## Why Alarm.com?

- Leader in Interactive security and automation services with 2 million subscribers
- Optimized for both broadband and cellular communication platforms
- 14 years of platform development and regular releases of new features and services
- Profitable, well funded with strong cash flow and EBITDA
- Over 250 employees and 80 engineers
- Strong foundation in business intelligence and data mining
- Alarm.com has a proven track record of supporting high volume dealers and helping them succeed
- Creation costs are driven down by Alarm.com's automation efficiencies and product and service reliability
- Employee product interaction and satisfaction is key to successful product implementation
- Multiple cellular network providers offer the best chance for a successful install the first time

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## Why Alarm.com?

- A low risk strategy
  - Minimal capital investment and straightforward IT integration effort to deploy services
  - No hidden costs or expenses
  - Can be easily integrated with and overlay existing monitoring options and quickly deployed
  - Leverages Alarm.com technical and engineering resources to minimize hiring of network and IT experts
  - In most cases, Alarm.com invests in meeting requirements of a prospective partner without NRE charges
  - Customer accounts are fungible; can grow through acquisition or exit business if necessary
- Ongoing ARPU and upsell opportunities
  - Flexible service packages and the ability to easily upsell subscriber services as customer needs change
  - Ongoing development and launch of new features that keep customers engaged and expand revenue sources

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## What You Can Do

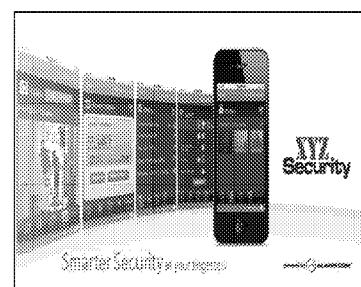
- Take advantage of training
  - Product material in portal
  - Online webinars
  - Alarm.com Academy **ONLINE!**
- Communicate complete solution
  - Update materials
  - Differentiate on service
  - Join the conversation online
- Create customer connections
  - Installation = Activation
  - Take advantage of co-brandable materials
  - **Sign up for Customer Connections**



*Updated Collateral*



*Billing insert*



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## What You Can Do

*Lead capture page*

- Update your website
  - Utilize the *Image Library*
  - Add the lead capture form
  - Link to the free website content

[www.alarm.com/us/InteractiveSecurity](http://www.alarm.com/us/InteractiveSecurity)



The image shows a mobile phone displaying a lead capture page titled "Smart Home Owner". The page features a large image of a smartphone with various app icons. To the right of the phone, there are five sections with icons and text: "Interactive Security", "Energy Management", "Lock Control", "Video Recording", and "Status Updates". Each section includes a brief description and a "Get Started" button. At the bottom of the page, there is a "24/7 Security" link, a phone number, and an "Contact Us" button. The Alarm.com logo is at the bottom right.

- Integrate co-brand
  - Your brand is the primary brand
  - Alarm.com is an ingredient brand
  - Integrate "powered by" inclusion

powered by  **ALARM.COM**



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## What You Can Do

- Have Fun.
- Need to add Picture of ADC Team in  
MINN



# Premier Partner Program

## Overview

Tier	Requirement	Benefits
<b>BRONZE LEVEL</b>	10 customers 2 interactive accts/mth 50% log-in rate	<ul style="list-style-type: none"> <li>Co-branded Interactive Services Website</li> <li>Co-branded Video Content</li> <li>MDF Funds - \$500</li> <li>Qualification for CLS with 5 interactive accounts per month</li> <li>Free Alarm.com Collateral (up to 100 pieces)</li> </ul>
<b>SILVER LEVEL</b>	100 customers 15 interactive accts/mth 50% log-in rate	<ul style="list-style-type: none"> <li>Co-branded Interactive Services Website</li> <li>Co-branded Video Content</li> <li>Co-branded Mobile App</li> <li>MDF Funds - \$1,250</li> <li>Qualification for CLS</li> <li>Free Alarm.com Collateral (up to 500 pieces)</li> </ul>
<b>GOLD LEVEL</b>	1,000 customers 100 interactive accts/mth 50% log-in rate	<ul style="list-style-type: none"> <li>Co-branded Interactive Services Website</li> <li>Co-branded Video Content</li> <li>Co-branded Mobile App</li> <li>MDF Funds - \$2,000</li> <li>Qualification for CLS</li> <li>Free Alarm.com Collateral (up to 1,000 pieces)</li> </ul>
		<ul style="list-style-type: none"> <li>Custom Consultation</li> </ul>

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## Program Benefits

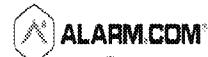
BRONZE SILVER GOLD PLATIN  
LEVEL LEVEL LEVEL UM

LEVEL

	BRONZE	SILVER	GOLD	PLATIN	UM
Unlimited Marketing Portal Access	✓	✓	✓	✓	
Co-Branded Login Page	✓	✓	✓	✓	
Alarm.com Branded Collateral	100	500	1000	2000	
Marketing Development Funds	\$500	\$1,250	\$2,000	\$4,000	
Customer Lead Service	Yes*	✓	✓	✓	
Co-Branded Video Content		✓	✓	✓	
Co-Branded Mobile App		✓	✓	✓	
Custom Support			✓	✓	

\*Premier Partners must bring on 5 Interactive Accounts per Month to qualify for the CLS

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# Marketing Development Fund

## Overview

MDF dollars are available for the purchase of co-branded marketing materials to eligible dealers

- 2013 Fund Levels
  - Bronze Level: \$500
  - Silver Level: \$1,250
  - Gold Level: \$2,000
  - Platinum Level: \$4,000
- Access MDF program
  - Permission based online Marketing Portal Implementation
- Adherence to Brand Requirements = APPROVED!
- Email [DealerMarketing@alarm.com](mailto:DealerMarketing@alarm.com) for more information



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## CLS Overview

**The Customer Lead Service generates high-quality customer leads and shares them with our eligible Premier Partners.**

- Qualification Criteria:
  - ✓ Premier Program Partner (Bronze, Silver, Gold or Platinum)
  - ✓ Sell a minimum of 5 Interactive accounts per month
  - ✓ Offer all of Alarm.com's services
  - ✓ Meet Alarm.com Brand Guidelines
  - ✓ Adhere to Lead Handling Guidelines
- To participate in the CLS program, Premier Partners are required to attend a brief webinar
- Email Leads@alarm.com for more information